



Partner with the Academy
to increase your organization's
visibility in the ophthalmic
community.

ACADEMY MAILING LISTS

The American Academy of Ophthalmology is the world's largest association of eye physicians and surgeons. With a membership of more than 32,000, the Academy offers the most extensive database in ophthalmology.

Renting the Academy's mailing list is an effective direct marketing tool you can use to promote products and services, increase your organization's visibility and engage ophthalmologists in the U.S. and abroad.

2016 MEMBERS

TARGET GROUP	USA	CANADA	INTL*	TOTAL
Practicing Ophthalmologists	16,901	716	6,589	24,206
Ophthalmologists In-Training	1,839	196	691	2,726
Retired Ophthalmologists	3,020	81	411	3,512
Practice Management Staff (AAOE Members)**	2,617	5	23	2,645
Total***	24,377	998	7,714	33,089

* Counts do not include Canada

** Non-physician employees of medical facilities, government agencies and educational institutions.

*** Count as of 6/23/2017

The mailing list consists of names and physical addresses. You may rent the complete list or segmented versions (by target audience or geographic location). To protect the privacy of our members, email addresses and phone numbers are not available for rental. Labels are rented on a per-mailing basis, and their release is governed by Academy guidelines.

FREQUENTLY ASKED QUESTIONS

Q: What is a mailing piece?

A: A mailing piece is the advertisement that you are sending out. Your mailing piece will be approved according to the policies governing the rental of Academy mailing lists.

Q: Are your lists certified?

A: No, our lists are rented as-is and are not certified and are not National Change of Address (NCOA) compliant. However, you are receiving the same exact list used by the Academy for daily correspondence. Data is regularly updated.

Q: How will I find out if my mailing piece is approved?

A: If your mailing piece is approved, your order is processed automatically. If there is a problem with your order, we will contact you directly.

Q: How will you ship my order?

A: By default, all orders are shipped via FedEx regular shipping or 2-Day if regular is not available in your area. You may select an alternate method on the order form.

Q: How soon after ordering will I receive the list?

A: All orders are processed within 3-4 weeks. A rush may be placed on your order, for an additional fee of \$50. All rush orders are processed within 7 business days.

Q: I have a mailing house that will do my mailing. Will I still need to sign the Confidentiality Agreement for Mail List (Licensee) form?

A: Yes. If a mailing house will be doing your mailing, then the Academy will require them to sign our mailing house confidentiality agreement form. This form is NOT included in this information packet. We will contact your mailing house and send the appropriate agreement form to them to complete. No list will be released until all forms are completed, signed and returned.

Q: How do I rent the list?

A: Make your request by completing both the List Rental Agreement and the order form. An exact copy of the item to be mailed (e.g., brochure, flyer, pamphlet) must accompany your request for approval. All requests will be reviewed to ensure they meet Academy guidelines. Questions about the Academy's mailing list rental should be directed to Eusi Pease, data specialist, at member_services@aao.org.



POLICIES GOVERNING THE RENTAL OF ACADEMY MAILING LIST

TERMS OF USE

- Academy mailing lists are available only for the communications germane to the scientific or practical aspects of medicine.
- Academy mailing lists will not be made available for any communication on drugs, medical equipment or devices involving the offer of a rebate, discount or other remuneration, which in the sole discretion of the Academy, may be illegal or unethical.
- Academy mailing lists will not be made available for any fundraising or survey mailing purposes.
- Academy mailing lists will not be made available for any communications that would tend to mislead, misinform or deceive.
- Mailings are subject to advance approval by the Academy.
- Rental of the Academy's mailing list does not imply Academy endorsement. No implication of endorsement, approval, co-sponsorship or cooperation will be made in any mailings.
- Academy mailing lists may not be used to create or update any database. The mailing list is the property of the Academy and may not be duplicated.
- Each set of Academy labels or mailing lists may be used only once and only for the purpose approved by the Academy.

CANCELLATION POLICY

No cancellations after the list has been mailed.

TO ORDER

Return your completed order form, agreement page and final mailing piece by one of the following methods to:

Mail: American Academy of Ophthalmology, PO Box 7424, San Francisco, CA 94120-7424

Fax: +1 415.561.8575, Attn: Member Services

Email: member_services@aao.org; Subject line: Academy Mailing List Rental Request

Following approval of your mailing piece by the Academy, the Academy will send you one set of labels, or if requested, a CD containing the mailing list will be shipped to your 3rd party mailing house. The Academy requires that your mailing house sign a copy of the Academy's Confidentiality Agreement for Mailing List (mailing house) form, which we will send to them after we receive your complete order and are ready to process it. Your mailing house will be bound by the Confidentiality Agreement for Mailing List (mailing house) that will be sent with the CD.

PRICING

Setup/Admin Fee	MEMBER*	NON-MEMBER
	\$90 Flat	\$160 Flat
Base Rate	MEMBER*	NON-MEMBER
	\$175/M	\$500/M
Demographic Selection		
Demographic selection dependent on number of requested segmentations. Lists can be segmented with the following selections: Specialty, age, practice type, education, state/province, zip/postal code or country.		
1 Selection	MEMBER*	NON-MEMBER
	\$25/M	\$45/M
2 Selections		
	\$50/M	\$90/M
3 Selections		
	\$65/M	\$125/M
4 Selections		
	\$75/M	\$155/M
5 or more Selections		
	\$80/M	\$175/M

Minimum (M) = 1,000 records (rounded up)
*A valid Academy Member ID required.

Sample quote (member)

List of all U.S. practicing ophthalmologist records (16,901) would cost \$3,080

Breakdown:

Setup fee = \$90

Base Fee = 17,000 records (16,901 rounded up)
at \$175/M = \$2,975

S&H Regular = \$15

Total = \$3,080

Sample quote (non-member)

List of all U.S. practicing ophthalmologist records (16,901) would cost \$8,675

Breakdown:

Setup fee = \$160

Base Fee = 17,000 records (16,901 rounded up)
at \$500/M = \$8,500

S&H Regular = \$15

Total = \$8,675



CONFIDENTIALITY AGREEMENT FOR MAILING LISTS (LICENSEE)

This Confidentiality Agreement is made and effective as of _____, by and between AMERICAN ACADEMY OF OPHTHALMOLOGY, INC., a Minnesota nonprofit corporation ("the Academy"), and _____ ("Licensee"). The parties hereby agree as follows:

- 1. The Academy Lists.** The Academy has compiled and owns all rights in and to certain mailing lists of its members, containing names and postal addresses segmented by zip codes or reasonably selected member characteristics (the "Academy Lists"). The Academy Lists are updated from time to time and are available via compact disc, or other electronic means, including but not limited to secure ftp sites, or in hard copy form, including, but not limited to, pre-printed labels. The Academy has all rights to fulfill orders for the Academy Lists.
- 2. Use by Licensee.** Licensee is in the business of _____, and in connection with providing such services, The Academy grants Licensee a limited license to use all or a portion of the Academy Lists, provided that:
 - Licensee shall be in full compliance with "Policies Governing the Rental of the Academy Mailing List," on page two and incorporated by reference as if fully set forth herein; and,
 - Licensee shall use the Academy Lists only for the specific purpose of _____ (the "Permitted Use").
- 3. Confidentiality.** Licensee acknowledges that the Academy Lists are and will remain the sole property of the Academy and that the Academy Lists are a trade secret of the Academy. Licensee agrees to hold and maintain the Academy Lists in the strictest confidence and in trust for the sole and exclusive benefit of the Academy. Licensee agrees not to copy the Academy Lists in whole or in part or extract or retain any information from the Academy Lists, and not to permit any third party, agent, employer or contractor, or their respective agents or employees to do so. Licensee will ensure that its employees and contractors will be bound by this Agreement. Except as set forth herein, Licensee will not at any time allow any Academy Lists to pass into the hands of any other person, association, organization or company. Licensee expressly understands and agrees that this Agreement does not assign or release any of The Academy's rights, including but not limited to, common law and statutory rights of intellectual property and copyright in the Academy Lists, and that the data contained therein is not assigned or released as a result of this Agreement. The Academy reserves and retains all of the above rights subject to the limited use permitted under this Agreement. Any disclosure or misappropriation of any portion or all of the Academy Lists will cause irreparable harm to the Academy, which will be difficult to ascertain, and therefore, the Academy has the right to enjoin Licensee from any such further disclosure or misappropriation in addition to any other relief or remedies available to the Academy.
- 4. Shipping and Handling.** Licensee agrees that it will be responsible for the following fees for FedEx delivery of the Academy Lists: Regular, \$15; 2-Day, \$20; Overnight, \$40. By default, all orders are shipped via FedEx Super Saver (2-day if super saver is not available in your area.)
- 5. Cancellation Policy.** No cancellations after the list has been mailed.
- 6. General Provisions.** This Agreement constitutes the sole understanding of the parties about its subject matter and may not be amended or modified except in writing signed by both parties. This Agreement shall be governed by and construed in accordance with the laws of the State of California and the prevailing party in any legal proceeding arising out of the enforcement or interpretation of this Agreement shall be entitled to reasonable attorneys' fees.
- 7. Penalties.** The penalty for a first-time violation of this Agreement is \$500. A second violation will result in immediate termination of the Agreement and loss of access to the Academy Lists.

American Academy of Ophthalmology, Inc.

Licensee: _____

Signature: _____

Signature: _____

Name: Jessica Kuo, MBA

Name: _____

Title: Director, Membership & Customer Service

Title: _____

Date: _____

Date: _____



MAILING LIST ORDER FORM

To rent a mailing list, complete this form along with the Confidentiality Agreement for Mailing Lists (Licensee) and return it to us with the intended piece. Once your mailing piece has been approved, your list will be produced according to your specifications and shipped within 3-4 weeks (7 business days if you choose to rush your order for an additional charge of \$50).

TARGET GROUP:

Practicing Ophthalmologists:

Academy members
Non-members

☐ USA ☐ Canada ☐ International
☐ USA ☐ Canada ☐ International

Ophthalmologists in Training:

Academy members
Non-members

☐ USA ☐ Canada ☐ International
☐ USA ☐ Canada ☐ International

Retired Ophthalmologists:

All are Academy members

☐ USA ☐ Canada ☐ International

Practice Management Staff:

☐ USA Members only

TARGET SPECIALTY: (Do not select to include all possible options)

- ☐ Cataract (CA)
☐ Comprehensive Ophthalmology (CO)
☐ Cornea/External Disease (CE)
☐ Glaucoma (GL)
☐ Neuro-Ophthalmology (NO)
☐ Pediatric Ophthalmology & Strabismus (PE)
☐ Oculofacial Plastics (PL)
☐ Refractive Surgery (RK)
☐ Retina - medical only (MR)
☐ Retina/Vitreous - medical & surgery (RV)
☐ Uveitis/Immunology (UV)

CONTACT INFORMATION:

Organization/Company		
First Name	Last Name	
Street Address		
City	State	Zip
Country		Email Address
Telephone: Area Code/Number		Fax: Area Code/Number

Account Type: ☐ Academy Member ☐ Non-member

Academy Member Number (Required for Academy Member pricing)

BILL TO:

Organization/Company		
First Name	Last Name	
Street Address		
City	State	Zip
Country		Email Address
Telephone: Area Code/Number		Fax: Area Code/Number

SHIP TO:

☐ Check here if billing and shipping information is the same (For CD orders a 3rd party mailing house required)

Organization/Company		
First Name	Last Name	
Street Address		
City	State	Zip
Country		Email Address
Telephone: Area Code/Number		Fax: Area Code/Number

TYPE OF LABEL:

☐ Printed Labels

☐ CD (A 3rd party mailing house is required for this option)

Additional Information:

SHIPPING & HANDLING:

☐ FedEx Regular (default) ☐ FedEx 2-Day ☐ FedEx Overnight
☐ We will use our own account number

FedEx Account Number

RUSH: ☐ Rush orders are processed in 7 business days.
(an additional \$50 fee will apply).

FULL PAYMENT REQUIRED PRIOR TO SHIPPING:

☐ Visa ☐ MC ☐ Amex ☐ Discover ☐ Check #_____

PO#	
Credit Card #	Expiration Date
Billing Address	Billing Tel. #
Name (if different)	
Signature	

Please return all completed required documents to:

American Academy of Ophthalmology - Member Services

PO Box 7424
San Francisco, CA 94120-7424
Tel: (415) 561-8581
Fax: (415) 561-8575
Email: member_services@aao.org

FOR OFFICIAL USE ONLY — DO NOT WRITE IN THIS AREA

Order #:	ID #:
Quote:	Count:
Rec'd: <input type="checkbox"/> LA <input type="checkbox"/> MP <input type="checkbox"/> MHA	